

CALIFORNIA CHILDREN & FAMILIES COMMISSION

**Thursday, March 16, 2000
Los Angeles County Board of Supervisors
500 West Temple Street
Los Angeles, CA 90012**

1. Call to Order.

Chairman Rob Reiner called the meeting to order at 9:30 a.m.

2. Roll Call.

Present were Commissioners Kim Belshe, Sandra Gutierrez, Susan Lacey, Bob Ross, Patricia Siegel, Louis Vismara, Margaret Fortune, Ed Melia and Chairman Reiner.

Staff Present: Jane I. Henderson, Ph.D., Executive Director; Joe Munso, Chief Deputy Director; Emily Nahat, Deputy Director for Program Management; Marc Brandon, Contracts Analyst; Lupe Almer, Staff Services Analyst.

3. Approval of Minutes, February 17, 2000 State Commission Meeting.

Due to an unanticipated delay in the transcription of the February 17th minutes, the approval of these minutes will be postponed until the April Commission meeting.

4. Panel Presentation on Meeting the Needs of California's Diverse Population

The State Commission has adopted a resolution on diversity to formalize its commitment to meeting the needs of all of California's young children. The Commissioners requested this panel presentation to obtain a summary of data that identifies current gaps in service and to hear recommendations about action that policy makers and practitioners must take to close these gaps. Chair Reiner states that in furtherance of this there will be a discussion on how the Commission can better perform its duties and meet the needs of the diverse population here in California. The Commission is cognizant of the disparities in services and conditions for the children and is committed to help close those gaps. Today, the focus will be on the children in communities of diverse cultures, languages and ethnicities, including special needs.

Chair Reiner next introduced the panel consisting of Terri Bell, Elizabeth Burr, Leo Estrada, David Hayes-Bautista, Karen Lam, Dora Pulido-Tobiassen, Gerry Oliva and Shelley Waters-Boots.

Leo Estrada gave a slide presentation regarding the impact of births and other factors that affect California's population. The Hispanic population stands out with about 1.6 million more births

than deaths and the Asian, Pacific Islander and the White populations are about equal in natural increase. Natural increase is important to understand simply because it serves as a reminder that there are differentials in fertility, which maintain some of the differences occurring in California. Projections for the year 2020 imply, given those birth rates, that the school age children 5-19 years old will be about 3 million in the Latino population. Compared to 1970 there clearly will be a very different distribution. The impacts of demographic change are felt first at the youngest ages, then will start permeating through the whole population over time. Other changes that occur are through net migration, the number of people that come and go. Last year in California there were more white people leaving California than arriving. In general there was an outflow of white population with an inflow of other groups, particularly Asian and Pacific Islanders. There is a decline in legal migration, but an influx of refugee status populations from the various regions in the world. In 1990 the white population in California comprised about 58% of the population; in 2000 the expectation is that it will not change that much mainly due to economic reasons. Moving on to the year 2010, the white population will move closer to being half; in 2020 much less than half. The result is that in the long term the focus must be on change because the trends will continue for at least the next 15 years and the majority population will become non-white.

Dr. Estrada next addressed the changes that are occurring in the traditional Hispanic families resulting in an increasing amount of children not living with either parent. Latinos are the only group for whom birthrates are not declining. Birthrates for unmarried women are not going down either in the Latino and African American groups, creating a greater number of one parent families. The number of children living with both parents is going down for all groups, particularly for African Americans and now Hispanics have the same trajectory of more and more children not living with both parents over time.

In conclusion Mr. Estrada discussed early childhood education and immunization in the Hispanic children group under five years old. He also talked about the census and how likely it is that the data produced is and will be flawed due to undercounting, which in turn impacts the available information which probably underestimates many of the issues and problems that currently exist.

David Hayes-Bautista spoke on the issue of newborn children, zero to one, in California and noted that almost half of those children are Latino. Close to two thirds of all children in the State are what used to be called minority children. Clearly, this is no longer a minority issue. The age group one to four is fairly similar, and children age five to fifteen are less than half. The vast majority of the children are U.S. citizens, born here, but with immigrant parents. He next addressed death rates in these age groups. In the age group one to four, accidents are by far the most common cause of death, followed by congenital conditions and homicide. When these children are hospitalized, the payment source most often used by Latino and African Americans is Medi-Cal. Medi-Cal is not as large a factor for the non-Hispanic or the Asian/Pacific Islander group. In the age group 5 - 14 the most common causes of death were accidents and cancer. When these children are hospitalized, once again Medi-Cal, particularly for Latino and African-American children, is the most important payer source. The children are less likely to be in an HMO or PPO or have private insurance. A recent survey by United Way shows that 40% of the immigrant

families did not have health insurance. Even if the Latino families did have insurance, there is a tremendous Latino physician shortage. This continues to present problems in regard to policy issues.

Gerry Oliva referred to a briefing contained in the Commissioners' packet summarizing her presentation on the Family Health Outcomes project. Her main emphasis was on the disparity in the access to health care for racial and ethnic subgroups and income subgroups. She prefaced her presentation by explaining that there has been a tremendous effort in California since the late 80's to expand access to care for poor children through expansions of categories and eligibility for Medicaid or Medi-Cal programs, DHCP, plus the Healthy Families program. Contrary to this effort of expansion was the welfare reform causing a de-linkage of Medi-Cal eligibility from AFDC and TANF, creating a great decrease in the number of children receiving Medi-Cal. Making Healthy Families a separate program with a whole separate bureaucracy instead of making it a part of the Medi-Cal program caused the program to become much more complicated for families to negotiate. The transition of TANF eligible kids to managed care programs has resulted in counties going out of the health care business and healthcare shifting to the private sector where many providers do not accept presumptive eligibility. Working also against the expansion of Medi-Cal were the anti-immigrant policies both in welfare reform and the scare around Prop 87. Ms. Oliva then proceeded with a presentation of indicators of access to health care by race and ethnicity, followed by a look at the subgroups with the aid of slides and graphs. She concluded her presentation by emphasizing the need to do more of a comprehensive community level intervention in communities with high rates of poverty, racial segregation and multiple factors than categorical approaches at targeting particular health outcomes.

Referencing mixed-race marriages and children, Commissioner Melia inquired if any work was being done in this regard. Dr. Estrada explained this was really more a matter of classification and there are no records that have a category for children of mixed race, except for looking at the parents. Ms. Oliva noted that the policy on race, ethnicity, collecting, coding and reporting does address this issue and recommends that for every child the mother and father's ethnicity be collected. Much more detailed information could be gathered from birth certificates if the impetus to do so is there.

Shelley Waters-Boots started her presentation by expressing the need for realistic expectations around childcare data. One of the issues she looked at is how supply impacts some of the gaps, where childcare is located and what can be said about the differences in the gaps and what groups might have access to childcare. In order to show the geographic distributions, she displayed a map comprised of data collected from the California Childcare Resources and Referral Network, showing basic demographic information in connection with childcare supply. In viewing the map, it shows there is unequal access to licensed centers and family day care homes. In looking at counties, there is a tendency to find lower supply in low-income communities. These are the areas that should be targeted in looking at childcare supply as an access issue. Within the ethnic diversity it was found that in the Latino community the chances of having a licensed childcare or family daycare home is very low, regardless of income level.

Elizabeth Burr stated that research showing that quality matters most where childcare supply is least available, has important implications for school readiness and early school performance. Ms. Burr went into great details regarding the benefits of quality early childhood education. Studies have found that licensed centers do not necessarily offer high quality care. There is also the element of trust that parents have in choosing childcare for their children which often results in more flexible kin arrangements rather than licensed centers. In both types of settings there is a long road ahead in terms of improving child outcomes. Regarding policy implications, what can be done to identify the constraints on equalizing supply and access, research is the biggest stumbling block, because not enough is known about issues of diversity, how to improve services, and, in terms of health care, what the indicators are on subgroups. Staffing is another major constraint. In terms of looking at the inequalities in access it may be of interest to look at the characteristics and diversity of the provider population. Ms. Burr referred to maps showing capacity in California of Spanish speaking staff for Spanish speaking children, again showing that the lowest supplies are in the areas with large numbers of Latinos. Ms. Burr concluded her presentation in touching on the challenge of combining market remedies like vouchers and institutions building an infrastructure. Families on waiting lists need to know about vouchers and it is important to make a connection between vouchers and family childcare homes. The infrastructure and building and strengthening institutions, encouragement of collaboration, loans for facilities are all steps in the right direction for building a comprehensive system of family support.

Terri Bell supplied background information from her corporation which is community based in South Central Los Angeles, serving the neighborhood communities for the last fifteen years, providing social services in the areas of child welfare, child abuse, foster care, mentoring, family preservation, teenage pregnancy and disease prevention and also in childcare. She provided the Commission with highlights and observations about each category of service. Her observation was that there are not as many inclusion programs for toddlers 18 months to three years old in the community. There are currently some pilot programs available such as infant/toddler childcare centers and nighttime and weekend childcare.

Karen Lam noted that Kai Ming Head Start in San Francisco currently serves 300 students, 95% of which are of Chinese descent. She drew special attention to the Asian Pacific Islander American community specifically within the Chinese community. This population is the fastest growing population in California and the term APIA is a collective term, which generally refers to over 30 extremely diverse subgroups with wide differences in language, culture and ethnicities. By 1990 California's APIAs comprised 2.7 million of the total state population. Ms. Lam gave a detailed overview of the APIA group as well as their ethnic subgroups, including language difficulties, economic and social status, education levels, health and infant mortality rate. There is a lack of linguistic appropriate service providers, particularly in the mental health field, along with the physical health field. What the families have in common is that they are all limited English speaking, they are poor, they suffer from the generation gap and a cultural gap and in some cases the children have learned an inappropriate method of communication in their families, which might be perpetuated if there is no intervention. In helping families break the cycle of poverty and

cope with their individual situations, Head Start is a model program in providing family support. Systems are in place at Head Start to provide health screening for children, case management for families and health education and parenting skill workshops for parents that are either translated or in their native language. Every effort is made to hire staff to reflect the language needs of the children. Ms. Lam pointed out that if the Commission were to put out information regarding prenatal care to the largest APIA ethnic group in California, then the Hmong, the Cambodian and the Laotian communities will not benefit from it, although they do have the largest percentage of people with the least amount of education. The APIA immigrants need multi-targeted campaigns rather than one outreach method in one language. She suggested putting advertisement and articles in the different ethnic newspapers, contacting local community leaders within each ethnic subgroup, and going to local gathering places such as churches and community centers.

Dora Pulido-Tobiassen spoke about the impact of race, culture and language on the development of young children. She recounted several negative stories told to her by various teachers from childcare centers regarding the negative impacts, making it difficult to infuse self-esteem in such a child. Languages are tied to culture and through language children learn about trust and care from the people who love them. Children should be taught that their native language is valuable and a benefit. Children need to know that it is okay to notice and talk about physical appearance and that having a darker skin does not mean anything bad or a reason to be excluded. If these issues are not addressed some children are going to internalize messages that they are not okay or less capable. Helping young children fight racism early on is of paramount importance. In order to build a healthier society this needs to be addressed and people who work with families and young children can really play a role in that effort. Ms. Pulido-Tobiassen listed her recommendations for reversing this trend.

Discussion

Commissioner Belshe commented that all the issues are not about eligibility and coverage, whether on the health insurance side or eligibility for subsidized childcare, but there is a lot more going on than insurance, otherwise there would be a million more kids enrolled in Medi-Cal. It is about outreach and related to education. It would be helpful for the Commission to have a concentrated session just on outreach. Outreach has to be multi-targeted, multi-strategic, multi-message and Commissioner Belshe suggested to bring in the people who cover Healthy Families and Medi-Cal, who can then talk about what is working and what is not, and what some of the lessons are that have been learned.

Chair Reiner concurred that the one reoccurring theme over the years has been the availability of healthcare programs, but no access by the very people in need of it. There must be an effort made by this Commission to reform or modify programs in order to make them more accessible and available. A discussion followed on how to address the issue of access to services.

Commissioner Siegel suggested not to think about these issues as a one shot deal such as getting a pamphlet out, or make a site visit, but to think about presenting repetitive messages. As a

Commission charged with looking at the intersections of health, child development and family support, it should ask in each and every program it supports how to accomplish improving access. Not just in one touch point, not looking at improving health access through the health system, but looking at what the role of child development or family support is. The Commission should try to weave that web everywhere with multiple reinforced contacts.

Commissioner Gutierrez agreed with the idea of inviting a panel to discuss strategies for outreach, but had reservations about self-reporting of state agencies. Instead, she suggested to think about innovative ways in terms of asking community experts in the area of outreach to come in and may be propose some new avenues in a way of system improvements, which is one of the strategic results.

Commissioner Vismara inquired if there are any organizations who are providing any systematic training or on-going outreach to the providers for issues of cultural competence and are they providing any formal accreditation or certification in the area of cultural competency. If not, would there be any interest on the part of the Commission to consider such an approach. Ms. Waters-Boots explained that some projects have been funded, but there is a lot more to do. The State funds a project that works on recruitment and training of Spanish speaking childcare providers, but it is only on a very small scale. There are institutional barriers in that there are not enough folks in the community colleges who can provide training and ECE credit in another language besides English. Part of the solution would be coming up with innovative targeting measures. A lengthy discussion followed on the various possible solutions to this problem.

Commissioner Ross noted that beyond targeting culturally specific strategies, there is also a need to promote a strong community of diverse people. Chair Reiner added that assimilation into American culture can be a challenge. Commissioner Ross asked whether there are programs that model inter-cultural, inter-ethnic kinds of support.

Commissioner Siegel offered positive examples of integrated models where family resource centers, family support and childcare are working together. These are the Gilroy Family Resource Center, a heavily Latino community but also an emerging Vietnamese and Southeast Asian community. In Sacramento County there is a family resource center, Mutual Assistance Network of Del Paso Heights, located in what was traditionally a very African-American community and now a community that has a large influx of Russian and Laotian émigrés. At that location there is tri-lingual simulcast family childcare training. This could not have been done alone on the childcare side, but it became possible because there was partnering with neighborhood-based family resource centers. All of this only becomes possible when there are trained, skilled leaders. Leadership is really important as it translate into a willingness to take responsibility in their own communities.

Commissioner Vismara stated that the basis of success for any child is a very strong family, making it critically important to build the nucleus of a strong family that will enable the journey into assimilation to take place.

Commissioner Gutierrez cautioned against confusing service delivery for children and families with assimilation. The data received at this meeting illustrates the crisis in terms of the gaps and what needs to be done. Language and cultural considerations are important in delivering services effectively. Most people want to learn English and people understand that English is a language spoken in business, etc. Having healthy kids entering school, ready to learn and parents understanding what is available to them is part of the American dream. It is this Commission's responsibility to affect a service delivery system for children and to bridge the gap that has not been bridged enough. She also stressed that diversity is everybody, including special needs, kids in foster care and others.

A discussion followed on models of integration and model programs for cross ethnic solutions. Ms. Lam offered further comments on the Head Start program in Chinatown and how staff is trying to deal with other ethnicities than Chinese. Commissioner Siegel remarked that many examples given concerned neighborhoods and the way most social services are funded is at a much more macro level. She suggested that the State Commission think about where an impact could be made at a macro-county level, whereas the county commission has an opportunity to provide innovations at the neighborhood level.

Public Comments

Carol Sharp, Project Director for Advancing Careers in Child Development with Pacific Oaks College commended the Commission for devoting time to an extremely important topic for not only the State, but also the Nation. Within the child development centers there is a great opportunity to address issues of diversity and cultural competence. The more and the earlier work is done with young children to try and understand getting along with one another, the better it is and this is very important. Advancing Careers over the last few years, has been working on a special project funded through a collaboration of businesses. These include issues of insuring access, director credentialing and training of directors. The outcome was extremely positive. One outcome was the development of a set of competencies to accompany the various levels of the child development permit. Ms. Sharp went on to explain in detail how these concepts were revised and completed and how this is being presented to colleges.

Lupe Alonzo with MALDEF noted that identifying cultural, linguistic, and ethnic differences amongst and between races does not necessarily impede the interaction and the potential for interaction. The differences are there and should be addressed. In terms of the immigrant community, MALDEF is looking at public charge issues that are not necessarily an issue. She encouraged the Commission to continue taking steps in the right direction and continue to be leaders in the State.

Betsy Hiteshew from the California Association for the education of young children spoke in support of the remarks by Dora Pulido. Having been involved in the field of early childhood for many years, she participated in training developed through Leadership and Diversity. From that

group came other initiatives such as the one Dora Pulido mentioned. She stressed this does not happen overnight and it is sometimes painful to realize how one has contributed to a problems that exist. She encouraged and offered support of her association to the Commission to find more ways to address these issues and to help teacher's help the children become part of the solution and become pro-active against racism. She mentioned a Bay Area resource, the Bay Area Network for Diversity Training in Early Childhood, which has many people in it that have taken the training.

Reyna Domingues referring to working one on one with families, stated that on an individual basis a difference can be made with families, but also that there is always a need to work on interagency agreements to lower the barriers. She noted that there is a lack of college instructors for child development, even less so on a bilingual level. In developing the Early Head Start program in Ventura County, she had to start working part time to offer child development classes in Spanish in order to have more teachers available for expansion should that become necessary. She encouraged the Commission, in looking at the counties' strategic plans, that there be a major focus on people with master degrees and higher, who are bilingual, and who want to teach at the college level, and to consider the inadequate, minimum wage compensation. Quality instruction by bilingual instructors should be compensated accordingly.

4. Advisory Committee on Diversity.

Commissioners were asked to propose the role and format of an advisory committee on diversity to ensure the Commission's programs, activities, and policies support California's diverse population. Commissioners Gutierrez and Fortune jointly presented their report and stated it is important not to recite the fact that there are needs for children across the board. In addressing diversity, the Commission's policy indicates that also includes special needs children, and that it is also a population that has a lot of gaps in services. The policy the Commission adopted in November was the first step in taking responsibility about addressing the future of California, what it looks like now and what should be done to make it better. Now the more valuable step would be to begin implementing that policy. To that end, the next step is to form an advisory committee on diversity and equity issues in order to receive meaningful inputs on these matters and to be able to look back in a couple of years and have some measurable progress in closing some of the gaps that were illustrated this morning. The role of the advisory committee on diversity and equity would be to serve as advisors to the State Commission on policy issues in general and also, very specifically as they relate to diversity and equity, by reviewing, recommending, and when requested, prioritizing for resource allocation purposes, strategies and programs to bridge the gaps that currently exist. The committee should act as a review panel for funding proposals to ensure services are reaching diverse populations and by that is meant that there will be, by design, a methodology that would address how best to deal with diverse populations. They should have a role in reviewing the media and outreach policies to ensure their effectiveness; solicit input from established organizations such as the representatives who spoke today, organizations that have expertise in these areas; to review and make recommendations on the State Commission's strategic plan as it relates to promoting equity; and to develop a plan that would measure the progress towards the goal of equities thus enabling acceleration of progress in that area. The plan, part of

the initial motion in February, will consist of recommendations on the following: the principles that should guide the Commission in its actions in relation to diversity and equity, the role the Commission should play to create measurable progress in issues of equity and diversity, addressing strategic issues on which the Commission could concentrate its efforts and to get some recommendations where the Commission could make a difference in the gaps that were illustrated this morning. The committee should also give recommendations to the Commission on the projects that the Commission could initiate or should continue. Another possibility would be that this advisory board would maybe also be available, if needed, to serve county commissions with technical assistance. This would begin to implement the policy and making it real, while assuring that the resources to some degree can measure progress in closing those gaps.

The advisory committee representation would consist of no more than six to nine experts on the needs of diverse populations in the following areas: childcare and early childhood development, children's health and mental health, family support and parent education, literacy, special needs children, which is to be included in all of these areas, and media outreach. In addition, at least two commissioners will serve on the advisory committee, one of whom will act as Chair. The selection of the advisory committee members will be arrived at by using the following process: this advisory committee is envisioned to be a true working committee first and foremost, that will add value and assistance to the Commission's business. As such this should be recognized when making nominations. Each commissioner will be asked to nominate two individuals, two commissioners and one staff will be appointed to conduct interviews and will recommend that nominees be brought back to the Commission for final selection.

Jane Henderson suggested that by way of actually implementing this recommendation, there would be a selection of two commissioners to work with staff to identify nominees by the end of April. Then the two commissioners, together with staff would conduct interviews for participation on the advisory committee with the goal of presenting recommendations for advisory committee membership for approval at the June Commission meeting. Ms. Henderson proposed a couple of other parameters. First, there would be a clarification that compensation of advisory committee members would include a reasonable per diem and expenses, but not an actual stipend. The Commission has no controlling legal authority to implement that. She further recommended that any member who misses more than three meetings would be considered no longer a member of the advisory committee and a replacement would be selected using the process just identified. The advisory committee would continue to function, essentially at the pleasure of this Commission as long as it is considered to be really useful in furthering its work and that at least annually, if not more often, the work of advisory committee would be reviewed.

MOTION: Commissioner Gutierrez moved, seconded by Commissioner Ross to form an Advisory Committee on Diversity.

Discussion

Commissioner Gutierrez suggested adding the function of Co-Chair given that the issues of special

needs and diversity are so broad.

Commissioner Siegel suggested asking Commissioners Gutierrez and Fortune to take the responsibility of co-chairing this committee. Commissioners Gutierrez and Fortune agreed to co-chair the advisory committee.

Responding to Commissioner Belshe's inquiry, Jane Henderson explained that the hope is to develop criteria that would help the Commission in selecting proposals, but this committee could also be very useful in terms of if there are really on-the-ground strategies that could be included to actually achieve the goals of the proposals.

VOTE: The motion passed by a roll call vote of 7-0-0 with Commissioners Belshe, Gutierrez, Lacey, Reiner, Ross, Siegel, and Vismara voting "YES", no "NO" votes and no abstentions.

5. Report from the Los Angeles County Commission on the Status of its Work.

Dr. Neil Kaufman welcomed the Commission to Los Angeles. He reported that about four weeks ago his commission completed Phase I of its first year plan and after having extensive public hearings, forums and discussions with many different people, it became possible to create programs that looked at certain desired outcomes. It reflected much of what the State Commission had suggested. The five desired outcomes were good health, safety and survival, economic well being, social/emotional well-being, and school readiness. Those five outcomes came from a 7 or 8 year old history that the county had of using those outcomes as their organizing principles for many different department activities, ranging from CalWorks to health and educational programs. This puts the county commission in the middle of the major planning efforts going on around the county and it was felt to be important to have this consistency. Dr. Kaufman explained the planning and evaluation framework used to identify what the outcomes were at a specific level in order to create a matrix looking at the various strategies, as outlined in the strategic plan submitted to the State Commission. He then gave an overview concerning the allocation of funds for the various programs his commission is planning to implement, as well as what the commission has accomplished now that the strategic plan has been completed.

Responding to Chair Reiner's inquiry, Dr. Kaufman said it was difficult to understand what the different models of home visitation are. Home visitation is merely a strategy to bring services and support to families and what the components of a home visitation program should be or how to run it, evaluate it, and so forth, depends very much on the critical question of workforce availability. One of the strategies the State Commission could help with is to determine what the workforce requirements are and what the workforce readiness plan is in order to provide child development services with personnel. Identification of the actual models and research behind it would be useful.

Commissioner Gutierrez asked how the home visitations are scheduled, given that most people are working and Dr. Kaufman indicated this is a difficult and complicated issue as this is both a logistic

issue and a competency issue. Some of the visits are for child abuse evaluations, some are done for therapeutic reasons and there is always the need to be sensitive to the fact that it is someone's home. Even though being invited for the visit, misconceptions can still occur. Chair Reiner envisioned a home visit as asking a family member into the house, sort of extending the family that way. If the home visitation is done that way it could be tremendously effective because the programs that work are all done on a voluntary basis, in an outreach way where people are approached in a very non-threatening way and asked if they would like help. To achieve this goal, training is critical.

Commissioner Belshe remarked that home visitation is at the forefront of what the counties are looking to implement and certainly something the State Commission is interested in. She suggested bringing in experts on the subject of home visitation.

Commissioner Gutierrez noted that on the subject of child accreditation, it would be wise to collaborate between the county commissions and the State Commission, streamlining as much as possible before programs are up and running and several systems will be in place. Having forums with executive directors and commissioners regarding this issue before programs are up and running would be very helpful. Commissioner Siegel noted that much of the childcare workforce is young and are looking for a salary they can survive on. In that light, she explained that AB-212, the bill that did not go forward last year, has been significantly amended in that in its new version it actually provides matching funds to those counties which implement a training and compensation type program.

6. Chairman's Report.

Chair Reiner reported that nine strategic plans were received from Alameda, Kern, Kings, Los Angeles, Nevada, Orange, Riverside, San Diego and Santa Barbara. Based on the information received from the counties it is expected that 30 of the 49 plans will be submitted by the end of June. Last week the State Commission directed the payment of \$55,758,985 from the county fund and all 58 counties will be receiving warrants from the State Controller's office in amounts based on the amount of money transferred to the county fund for the month of January 2000. With this release, the total payments are just shy of \$600 million, to be exact \$ 599,662,081.00. The Welcome Baby kit launch is planned for mid June and the time line is currently being prepared and will be sent to the Commission this week, the date being contingent on all the videos being available both in English and in original Spanish and they should be ready by May. U.C. Berkeley is preparing the Parents' Guide and has been given brochures of scripts from the videos to ensure that there is a consistency in messages. This past week Chair Reiner sent a letter to Governor Davis to bring him up to date on what the Commission has accomplished in the last year with the emphasis on the first round of approvals for funding. Secondly, Chair Reiner requested to meet with the Governor to discuss continuing work with the Commission and his administration and to collaborate wherever possible. The Commission wants to partner whenever possible and continue the relationship.

After discussing time lines, Chair Reiner informed the commissioners that a revised business plan will be discussed at the April meeting, responsive to the issues raised last month and the revised Parents' Guide would also be available.

7. Executive Director's Report.

Jane Henderson noted a correction for the record. At last month's commission meeting there was a statement made by a member of the audience that Medi-Cal does not cover Asthma inhalers for infants and toddlers, which was an incorrect statement because Medi-Cal does cover inhalers for children; there are no age restrictions for Asthma drugs. The problem is that infants and toddlers cannot use the inhalers and the dosages are not appropriate for young children. The preferred device is a nebulizer machine that utilizes a breathing mask and that is fully covered by Medi-Cal, and available through CCS as well.

Ms. Henderson proceeded with an update on the Prop 10 Technical Assistance Center and noted that 53 out of the 58 counties have availed themselves of assistance from the Technical Assistance Center. Some of the issues are fairly easy to deal with and some of them are a lot more complex. Commission staff and the TA Center staff has been working together in orientation meetings with the various consultants who are working with the county commissions to make sure everybody is on the same page and has a common understanding of strategic planning 1A and 1B. The consultants have found this to be extremely useful. In coordination with the TA Center, regular conference calls with county commission staff have been instituted. These began mid February, there were about four calls in March. The calls consisted of a presentation by either Joe Munso or Ms. Henderson with follow up questions and discussions from the county members. This could include expert presentation from the field with time for Q&A and in other cases it is a county exchange of information. In January there was a teleconference on needs assessment; in February there were a series of teleconferences on the results document that will be adopted today; another session in February covered media tips and Prop 10; in March there was a discussion about State Commission objectives and priorities and the funding activities from round one with feedback from the counties about their interest. Last week there was an update with the county commissions on the Welcome Baby kits and it was learned that many of the county commissions are actually building the distribution of the Welcome Baby kits into their strategic plans. On March 24th there will be a teleconference with county commissions on administration and finance. The Center is organizing a series of regional workshops and is also developing a coaching tool for counties in developing and improving their strategic plans. Finally, the Center continues to solicit authors and materials on effective and promising practices to make available on the Prop 10, A Center website as well as the Commission's. An evaluation is built into the operation of the TA Center so that they, as well as the Commission, can ascertain how well the county commissions are doing.

Ms. Henderson reported on a meeting last week in South Carolina organized by the National Governors Association bringing together six states having initiatives and focusing on early childhood development in ways very similar to California. She also reported on the status of the

initiatives that were funded in Round One of the State Commission's funding activities. The feedback has been extremely positive from state agencies, from the Governor's office, from local organizations, the general public and the county commissions. A meeting with all but one of the contractors took place last week to go over the nuts and bolts of entering into contracts. There was a discussion to make sure they were coordinating with the county commissions because some of these programs could, over time, become, in fact, part of their programs. Work is being done on prioritizing the order in which the contracts will be finalized. There was a meeting with the Department of Finance and the Legislative Analyst's office to make sure that the processing of the Section 28's, financing authorization for state agencies to spend the money, will go through as quickly as possible when needed. Both agencies have been very positive and supportive. Good progress is being made in dealing with the additional Commission funding activities. A meeting was held on Safety and Accreditation issues with Social Services and the Department of Education to work out lead agencies' mechanisms for local childcare centers and family childcare homes to participate in how to receive funding. Approval should be forthcoming in April, contingent on the budget. Carol Migden is authoring AB-1910, which is a Commission sponsored bill to deal with the hold-over issues around county commission authority to enter into contracts.

Public Comment

There was no public comment.

8. Communication Director's Report

After first presenting the State Commission's logo, Kristina Parham gave an overview of the public education media campaign. She explained that the current phase generates awareness of the importance of the early years and to educate the public on the dangers of tobacco. Running on television in both English and Spanish are three spots on early childhood development. One is currently running, one is a preview of the new spot about to be put on the air starting next week, and one more spot is in development. In radio, the spots run in early childhood development and anti tobacco. In print, there is an early childhood development and anti tobacco spot currently appearing in African American specific newspapers and also in Spanish language newspapers. Outdoors, the two themes are represented on billboards, kiosks, and bus shelters statewide. Ms. Parham then talked about the new Asian Pacific Islander spots about to be launched. She explained why this is a more targeted campaign aimed at Los Angeles, the Bay Area and some other specific communities around the state. It is estimated that this campaign will reach about two million Californians. In looking beyond May there will be a need to maintain a media presence and there will also be a need to develop new creative issues specific spots. Developing a multi-layered program is in the development stage, which will include collaboration with the county commissions.

She provided an update about the 800 number, which was launched in January and included English and Spanish live operators, who provided information on parenting and smoking cessation. Ms. Parham next discussed the partnership with Univision, the most widely viewed Spanish

television network in the State. Univision talents will be used and there will be co-sponsorship of Latino events throughout the State. Univision is interested to work with the Commission in the area of distribution and they are also interested in doing editorial coverage and doing series on the issues of childhood development and tobacco cessation, as well as provide special programming on child development issues. This presents a tremendous opportunity for the Commission to work with Univision in order to really reach out to the Hispanic community. It is also a great opportunity for working with the counties in the areas where Univision has stations to promote their programs. County commissions will be participating in Latino community events to reach this audience.

A special African-American newsletter has and will be inserted, in partnership with the Post Newspapers and the Wave* newspapers, into their newspapers. The first newsletter reached 40,000 in Los Angeles and in San Francisco 67,000. This will be done every other month. In the area of the Asian Pacific Islanders, Ms. Parham is working with Imada Wong, the community and media relations expert to do on going Asian language support if Prop 10 events. There has been tremendous coverage in the Asian language media.

Public Comment

There was no public comment.

9. Commission Sponsorship of Statewide Conferences.

Jane Henderson reminded the audience that this was a follow up on a presentation last month from the Attorney General's office regarding the Safe from the Start conference. Commission members were interested in supporting the conference as well as some follow up regional conferences and the total dollar amount for that is \$300,000.

Joe Munso spoke to the broader issues in terms of what the implications of entering into these kinds of partnerships are. The concept, in terms of a sponsorship at the conference, seems like an able endeavor and one that the Commission should be involved in. What the staff proposed is a brief policy statement as it relates to setting aside \$500,000 a year at intervals of \$250,000 each six months, in order to deal with issues of sponsorships and involvement with conferences around the state. Specifically, as it relates to the Attorney General's proposal, they had asked for \$300,000 which was to go mainly to six regional forums around the state that would involve county commissions and community leaders in those regions coming together with law enforcement, health, social services, education etc. in dealing with the issue of violence to very young children and the implications that violence has on those young children in their lives as they grow. It seemed a fit as it related to the mission of the State Commission.

Mr. Munso suggested that the Commission direct staff to negotiate up to \$300,000 with the Attorney General's office, which would let the AG's Office, move forward in the planning of these forums. There certainly will be a number of local commissions who would want to join in terms of sponsoring these proposals, thereby lowering the Commission's share.

Commissioner Belshe stated for the record that she would not anticipate future sponsorships of hundreds of thousands of dollars, but would acknowledge these special circumstances. Chair Reiner noted that there is a set of guiding principles to determine what types of conferences will be funded.

Mr. Munso articulated that based on the request received, staff would want to make sure that the sponsorship request would support the Commission's mission and Prop 10 and the results and priorities established by the Commission, that it would meet all the statutory requirements of the proposition, that it meets all the laws that govern how state agencies can spend money, etc., that it avoids references to any political campaign issues or individuals, and that it deals with the issues of the diversity of California, including people with special needs. They would also have to provide information that staff can bring to the Commission in terms of how much, a complete description of the event, including intended goals and outcomes, and how the event would meet the needs, missions and goals of Prop 10.

In response to a statement by Commissioner Belshe, Chair Reiner assured her that the AG would focus on early childhood. Commissioner Gutierrez suggested, since this involves Commission funds, that conferences should have a statewide impact, not just locally.

A further discussion followed on the possible consequences in terms of other groups coming forward looking for funding from the Commission. Mr. Munso noted that the Commission would be the major funder for the regional forums, not the major funder for the May 17th conference. Ms. Henderson remarked that the reason this is appropriate in this case, is that the regional forums will be targeted for participation among the local Prop 10 commissions who will be key partners.

MOTION: Commissioner Lacey moved, seconded by Commissioner Ross to allocate up to \$300,000 for the Attorney General's Conference, and also to set aside a \$500,000 fund for future possible conferences. This fund is to be used at \$250,000 within a six months period, to be used either for statewide purposes or for regional purposes.

VOTE: The motion passed by a roll call vote of 7-0-0 with Commissioners Siegel, Vismara, Belshe, Lacey, Reiner, Gutierrez and Ross voting "YES", no "NO" votes and no abstentions.

10. Approve "Results" Document

Jane Henderson stated that a few further non-substantive revisions were made to the draft document dated March 9, 2000. The changes had to do with language, making sure there were statements in the proper format to indicate results and indicators. The document was posted on the website, public input was received, three conference calls were held with counties participating and comments and changes were incorporated in the final draft. Once these are adopted, the next step will be for staff to write an RFP that will be put out to bid. Once the "Results" document is

adopted, the document will be a tool that everybody can use in developing measurements for how well local goals and objectives are achieved. It is intended to be as user-friendly as possible, and to the extent that there are additional items from the Health & Welfare agency that should be included in the list of indicators and tools that will be developed with the contractor. There is flexibility to do that.

Ms. Henderson referred to a letter received regarding the addition of language that reflects efforts to build community capacity by providing more than just services to support children and families. This language will help the local commissions to accurately measure the impacts of community building activities. Based on this letter, Ms. Henderson suggested to add a fifth bullet to the system piece and to adopt the document with that addition.

Commissioner Melia suggested using the word *injuries* rather than *accidents*. Ms. Henderson suggested that the most important areas to focus on are the long-term results with may turn into an annual or biannual review process where the Commission will have an opportunity to revisit this. Commissioner Siegel suggested adding wording in one of the long-term results on Improved Child Development, page 9. It is important to acknowledge the partnership with parents and it was suggested to state *parents are knowledgeable about quality childcare and their available choices*. Commissioner Ross suggested changing the word *feel* on page 4, in the sentence *families feel that they are in a single etc.* On page 7, the first item should also reflect *prior to and after* pregnancy. A discussion followed.

MOTION: Commissioner Ross moved, seconded by Commissioner Siegel to adopt the Long Term 'Results' document with the changes as indicated.

Public Comments

Mary Emmons expressed concern regarding page 7 Improved Family Functioning section. The introductory paragraph seems to imply that Prop 10 is not going to address the needs of foster children. The subsequent note where it says *the term parents is intended to include grandparents, guardians and other primary care givers* does not address kinship caregivers as a whole or foster parents. This is a critical population that really would benefit from early childhood support services that Prop 10 can provide. She urged the Commission to clarify that.

Ms. Henderson explained that the point was well taken, but that there are some problems that are much bigger than Prop 10 alone can solve, and certainly child abuse and neglect is one of those. Prevention efforts and family support are still highly appropriate.

VOTE: The motion passed by a roll call vote of 7-0-0- with Commissioners Ross, Gutierrez, Lacey, Belshe, Vismara, Siegel and Chair Reiner voting "YES", no "NO" votes and no abstentions.

11. Discussion of Objectives and Priorities

Jane Henderson stated that following the work study meeting held last month, a draft framework document was drawn up in order to provide a context for discussion on how to create State Commission objectives and priorities, focusing not exclusively, but as a first level on the criteria for funding for the next and subsequent rounds of funding activities. Each commissioner was provided with a questionnaire and asked to respond regarding an area of interest a commissioner would be willing to work on over the next couple of weeks in an effort to build on the work that was completed at the March meeting, then come back in April and make a presentation to the Commission on the chosen area of focus for the coming year, stating the objectives and priorities. In response to the questionnaire, the volunteers were: for Improved Child Development - Commissioner Siegel and Vismara, working with Jane Henderson as staff; Improved Family Functioning - Commissioner Gutierrez and Chair Reiner; working with Emily Nahat as staff; Improved Child Health - Commissioners Belshe and Ross, with Joe Munso as staff. Ms. Henderson suggested that Commissioner Lacey be excused from the assignment since she volunteered to read all the county commission strategic plans. Commissioner Belshe suggested that the Commission look into providing leadership in addressing the needs of a mobile migrant population that crosses county boundaries as opposed to expecting interested parties to navigate with Kern, Fresno, Modesto and Merced. She urged to keep this in mind as the Commission is considering its priorities and objectives.

Ms. Henderson added that the advice from colleagues working on similar initiatives is to concentrate on a few things, do them deeply and do them well.

Public Comment

There was no public comment.

12. Approval of Funding State Commission Initiatives.

No action was taken on this item.

13. Report on State Commission's Process for Reviewing County Strategic Plans.

Jane Henderson highlighted what is contained the plans the Commission received from county commissions so far by means of visual aids.

Joe Munso recommended implementing two options. The first option being that the Commission, either by itself or working in conjunction with the county commissions, prepare an executive summary to be provided to the State Commission of what is contained in each county commission's plan. This would summarize the major goals and objectives, the major issues within the county, the strategies to be employed and how the county commissions allocate the money to

those strategies. Staff will look at those plans and provide feedback to the counties where they might have missed some things as it relates to the State Commission's guidelines. A discussion followed on the implementation of this option.

The second option would be to implement a peer review process amongst the county commissions. This would involve setting up a mechanism with the necessary tools for the reviewers to have, such as reading sessions where other counties' executive officers or commissioners could come in and be peer reviewers to other counties. One, this would have individuals looking at the plans who are also experiencing what the counties are going through; and, two, there probably will be more receptivity in terms of what they have seen and suggestions from peers. Staff recommends doing both.

Commissioner Siegel brought several pending legislative bills negatively impacting child development to the attention of the Commission. A discussion followed on items to be included in the next meeting's agenda.

Chair Reiner directed that these items be put on the April meeting agenda.

Public Comment

A representative from the County Commission of Santa Barbara commented on the proposal to review strategic plans. She thought that commissions might have concern regarding the word "review," "evaluation" or "assessment" because there might be a perception that a grade may be given to a strategic plan. This may not be the intention of the State Commission, but it might be so perceived when commissions hear of an assessment of their strategic plan. She pointed out that a lot of trust building is being accomplished within the county and to insert an evaluation in the middle of all this, no matter how it is phrased or termed, will put the relationship at risk. The strategic planning process, and not an event, which can only get stronger and better collaboratively by learning from each other is an exciting idea. She urged to think these two proposals through more thoroughly because, in her opinion, this is not the most constructive time or way to do this.

Chair Reiner responded by stating that it has always been the aim of the Commission to have no boundaries, but to work together and nothing has been done on the State level to violate that trust. Everything the Commission has done has been in support of the initiative and in support of the local commissions. The statute allows the county commissions to have the final say in terms of how they allocate their funds, etc. The process is not an adversarial one, but the State Commission would be remiss with a lot of smart people involved, experienced in these kind of things, not to offer assistance in this manner.

Dobbs Kings County noted that the executive directors and the commissions took the first step today to form an organization in order to start working together to support the plans. She would like to see an opportunity for county commissions to provide input on certain things such as the options on peer review, etc. Nobody has come to the county commissions to ask their opinion or

ideas about this issue.

Commissioner Siegel replied that the State Commission is here to help, but it also has the responsibility not to evaluate, not to assess, but the Commission does have the mandated responsibility to report to the Legislature and the Governor on county commission Progress.

Mike Smith, consultant for both Colusa and Glenn Counties, plus provider of technical assistance to five other county commissions, suggested integrating the various ideas that have been shared and to consider a third option. It would be appropriate, as a plan is submitted, to be able to do a technical review to make sure that at a minimum it is in compliance with the law. At the same time, it would be difficult at a community level, if there were immediate responses back that would indicate there are errors or omissions. Once a community consensus has been created around a common agenda, which then will be implemented and funded, that momentum needs to be supported as much as possible. He proposed, as a third option, to change the time frame for the review mechanism and allow the counties that have submitted a plan that complies with the law, to proceed with their initial implementation.

Chair Reiner reminded Mr. Smith that the law allows that already. He expressed disappointment about the State Commission's intentions being so misunderstood.

Mike Smith continued by saying that when the plan is initially submitted, what would be most beneficial is looking for opportunities to share knowledge and information, but in the spirit of looking at ways to strengthen the plan itself rather than trying to provide feedback or review processes. He suggested shifting the time frame for that process to the beginning of the next planning cycle. A discussion followed on this issue.

A representative of San Diego County stated that in the spirit of technical assistance, the Commission should consider a third alternative and that is the role the Technical Assistance Center can play in terms of the review process. This is going to be labor intensive, not only for the State staff but for county commissions as well. She suggested having this process discussed in a statewide conference call, as well as in the focus group process next week. Her final comment related to the report attached to the letter and thought it would be more appropriate to have this kind of report incorporated in the annual report due as part of the audit.

Joe Munso replied that the format developed, particularly in the draft letter to the county commissions, was based on questions received almost daily from Legislature and others regarding what the counties are doing in their plans, how they are allocating the money.

14. Adjournment

MOTION: Upon motion by Commissioner Reiner, seconded by Commissioner Siegel, the meeting was adjourned at 4:30 p.m. The motion carried.